



**Trapani**

**25 march 2023**

**Polo universitario**

**Paolo Salerno**

**Trapani welcome**

**the tourist development  
of the province of Trapani-western  
Sicily  
it's quite recent**



**Eastern Sicily developed much earlier and has great tourist attractions such as Etna Taormina with big and prestigious hotels**



It's not easy to set a date but I think they were born around the 60s

the first modern hotels





the promotion of the  
territory took place mainly  
with fairs  
tourism and with articles  
from specialized magazines





the beauties of the  
territory were much  
appreciated but  
difficult to reach

we are an island  
and it is difficult to  
reach especially for  
foreigners



and until 28 years ago there was the Alitalia monopoly and coming by plane was a luxury



after the Monopoly,  
low cost flights  
arrived and  
everything became  
easier





reputazione  
sociali  
recensioni  
itinerari territoriale guide  
turistiche  
hotel viaggio  
network  
viaggi  
destination



ipadvisc



in 1964 the  
tourist board  
only surveyed 50  
hotels

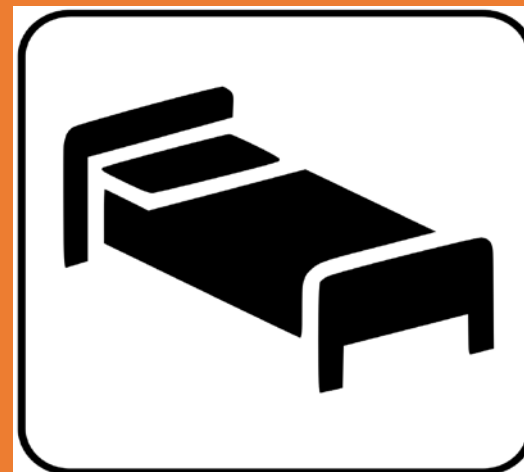


**TRAPANI**

&  
la sua provincia

now between hotels, non-hotels and short-term rentals there are: around 49,000 beds  
hotels and non-hotels around 1,000  
short-term rentals 3,500

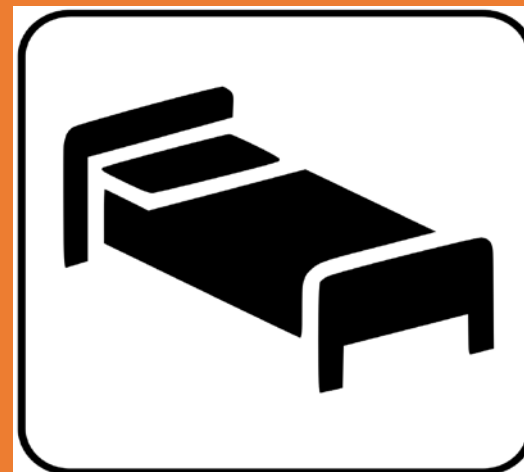
there are few luxury hotels and many popular..



**there has been  
exponential growth in  
recent years  
but in recent years it is  
quite constant**

**in 2022 there were  
623,000 tourist arrivals**

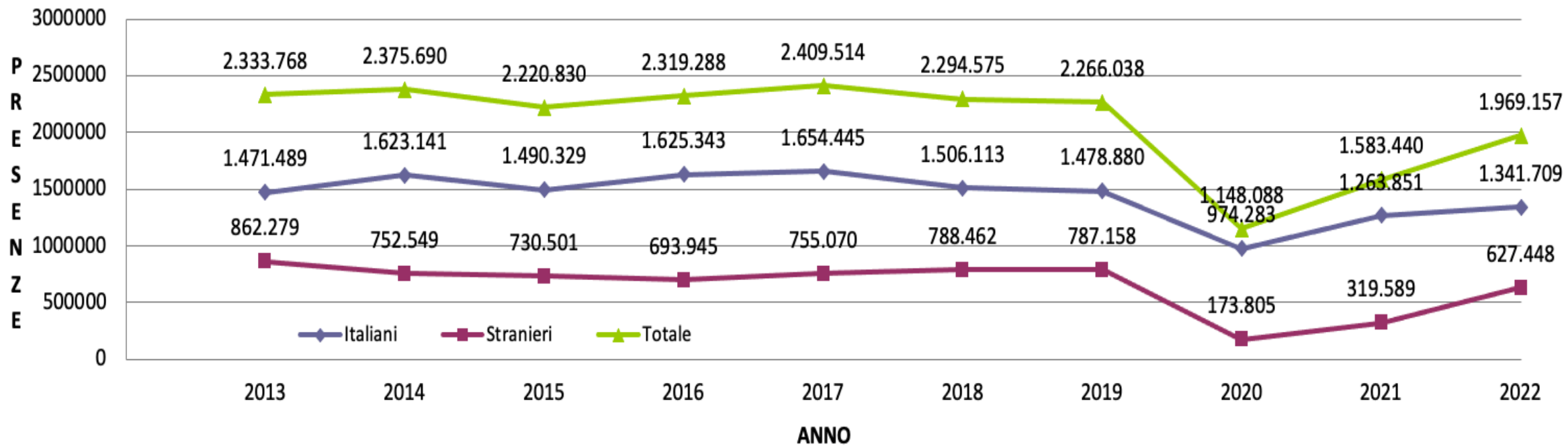
**and 1,699,000 tourist  
numbers**



# Trend in 10 years

FOUNTE TURISTA@

### TREND PRESENZE TURISTICHE IN PROVINCIA DI TRAPANI-PERIDO 2013/2023



*Libero Consorzio Comunale di Trapani*

## TAV3. PROVINCIA DI TRAPANI:QUADRO GENERALE DI MOVIMENTAZIONE TURISTICA

PROVENIENZA	ARRIVI				PRESENZE				PERMANENZA MEDIA		
	2021	2022	DIFF. 2021/2022	VAR% 2021/2022	2021	2022	DIFF. 2021/2022	VAR% 2021/2022	2021	2022	VAR% 2021/2022
<b>MOVIMENTO NEGLI ESERCIZI ALBERGHIERI</b>											
<b>Italiani</b>	259.232	291.986	32.754	12,6	846.832	869.600	22.768	2,7	3,27	2,98	-8,8
<b>Stranieri</b>	55.646	119.636	63.990	115,0	199.425	373.935	174.510	87,5	3,58	3,13	-12,8
<b>Totale</b>	<b>314.878</b>	<b>411.622</b>	<b>96.744</b>	<b>30,7</b>	<b>1.046.257</b>	<b>1.243.535</b>	<b>197.278</b>	<b>18,9</b>	<b>3,32</b>	<b>3,02</b>	<b>-9,1</b>
<b>MOVIMENTO NEGLI ESERCIZI EXTRALBERGHIERI</b>											
<b>Italiani</b>	126.083	139.121	13.038	10,3	417.019	472.109	55.090	13,2	3,31	3,39	2,6
<b>Stranieri</b>	34.172	72.180	38.008	111,2	120.164	253.513	133.349	111,0	3,52	3,51	-0,1
<b>Totale</b>	<b>160.255</b>	<b>211.301</b>	<b>51.046</b>	<b>31,9</b>	<b>537.183</b>	<b>725.622</b>	<b>188.439</b>	<b>35,1</b>	<b>3,35</b>	<b>3,43</b>	<b>2,4</b>
<b>MOVIMENTO NEGLI ESERCIZI ALBERGHIERI ED EXTRALBERGHIERI</b>											
<b>Italiani</b>	385.315	431.107	45.792	11,9	1.263.851	1.341.709	77.858	6,2	3,28	3,11	-5,1
<b>Stranieri</b>	89.818	191.816	101.998	113,6	319.589	627.448	307.859	96,3	3,56	3,27	-8,1
<b>Totale</b>	<b>475.133</b>	<b>622.923</b>	<b>147.790</b>	<b>31,1</b>	<b>1.583.440</b>	<b>1.969.157</b>	<b>385.717</b>	<b>24,4</b>	<b>3,33</b>	<b>3,16</b>	<b>-5,1</b>

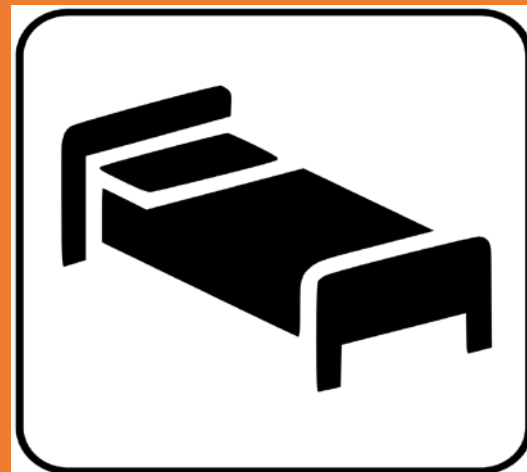
FONTE TURISTA@

A	B	C	D	E	F	G	H	I	J	K	L	M	N
	regione	2021	2022	Var%	2021	2022	Var%						
		n	n	2021/2022	n	n	%	2021/2022					
		ARRIVI				PRESENZE							
	<b>Piemonte</b>	19.260	19.309	0,3	79.868	77.697	5,8	-2,7					
	<b>Valle d'Aosta</b>	461	627	36,0	1.944	2.407	0,2	23,8					
	<b>Lombardia</b>	49.577	50.008	0,9	207.335	208.944	15,6	0,8					
	<b>Bolzano</b>	2.193	2.276	3,8	8.502	8.857	0,7	4,2					
	<b>Trento</b>	2.363	2.437	3,1	9.570	9.617	0,7	0,5					
	<b>Veneto</b>	18.728	18.429	-1,6	73.782	73.362	5,5	-0,6					
	<b>Friuli Venezia Giuli</b>	4.140	4.696	13,4	15.413	17.922	1,3	16,3					
	<b>Liguria</b>	5.555	5.781	4,1	19.757	19.817	1,5	0,3					
	<b>Emilia Romagna</b>	20.636	22.378	8,4	77.795	82.630	6,2	6,2					
	<b>Toscana</b>	13.682	16.757	22,5	47.532	56.904	4,2	19,7					
	<b>Umbria</b>	3.044	3.767	23,8	11.800	14.505	1,1	22,9					
	<b>Marche</b>	5.644	6.672	18,2	19.933	22.721	1,7	14,0					
	<b>Lazio</b>	23.256	27.166	16,8	93.050	110.105	8,2	18,3					
	<b>Abruzzo</b>	4.103	5.601	36,5	14.168	18.454	1,4	30,3					
	<b>Molise</b>	628	690	9,9	2.028	2.462	0,2	21,4					
	<b>Campania</b>	17.145	18.737	9,3	73.419	80.083	6,0	9,1					
	<b>Puglia</b>	7.865	8.529	8,4	28.964	30.245	2,3	4,4					
	<b>Basilicata</b>	1.224	1.583	29,3	4.254	5.349	0,4	25,7					
	<b>Calabria</b>	5.459	6.798	24,5	16.516	19.069	1,4	15,5					
	<b>Sicilia</b>	179.221	207.403	15,7	455.081	476.021	35,5	4,6					
	<b>Sardegna</b>	1.131	1.463	29,4	3.140	4.538	0,3	44,5					
	<b>Totale</b>	<b>385.315</b>	<b>431.107</b>	<b>11,9</b>	<b>1.263.851</b>	<b>1.341.709</b>	<b>100,0</b>	<b>6,2</b>					

FONTE TURISTA@

A	B	C	D	E	F	G	H	I	J	K	L	M
<b>TAV.5-PROVINCIA DI TRAPANI:MOVIMENTO TURISTICO STRANIERO PER NAZIONE DI RESIDENZA</b>												
<b>nazione</b>	<b>2021</b>	<b>2022</b>	<b>Var%</b>	<b>2021</b>	<b>2022</b>		<b>Var%</b>					
	n	n	2021/2022	n	n	%	2021/2022					
	<b>ARRIVI</b>				<b>PRESENZE</b>							
<b>PRIME 12 NAZIONI</b>												
<b>Francia</b>	22.398	38.237	<b>70,7</b>	90.593	136831	21,81	<b>51,0</b>					
<b>Germania</b>	14.843	26.495	<b>78,5</b>	54.644	95574	15,23	<b>74,9</b>					
<b>Svizzera e Liechten:</b>	8.998	14.433	<b>60,4</b>	31.174	51530	8,21	<b>65,3</b>					
<b>Stati Uniti d'Americ:</b>	4.936	18.418	<b>273,1</b>	13.137	46254	7,37	<b>252,1</b>					
<b>Regno Unito</b>	2.598	13.728	<b>428,4</b>	11.932	41979	6,69	<b>251,8</b>					
<b>Polonia</b>	5.518	9.704	<b>75,9</b>	21.775	38401	6,12	<b>76,4</b>					
<b>Paesi Bassi (NEDER</b>	3.799	8.153	<b>114,6</b>	12.095	29176	4,65	<b>141,2</b>					
<b>Belgio</b>	4.259	7.569	<b>77,7</b>	13.633	22443	3,58	<b>64,6</b>					
<b>Spagna</b>	4.063	7.099	<b>74,7</b>	8.990	15984	2,55	<b>77,8</b>					
<b>Danimarca</b>	948	4.113	<b>333,9</b>	3.055	14709	2,34	<b>381,5</b>					
<b>Austria</b>	2.003	3.858	<b>92,6</b>	7.065	12287	1,96	<b>73,9</b>					
<b>Canada</b>	446	3.210	<b>619,7</b>	1.280	8822	1,41	<b>589,2</b>					
<b>Totale</b>	<b>89.818</b>	<b>191.816</b>	<b>113,6</b>	<b>319.589</b>	<b>627.448</b>	<b>100,00</b>	<b>96,3</b>					
FONTE TURISTA@												

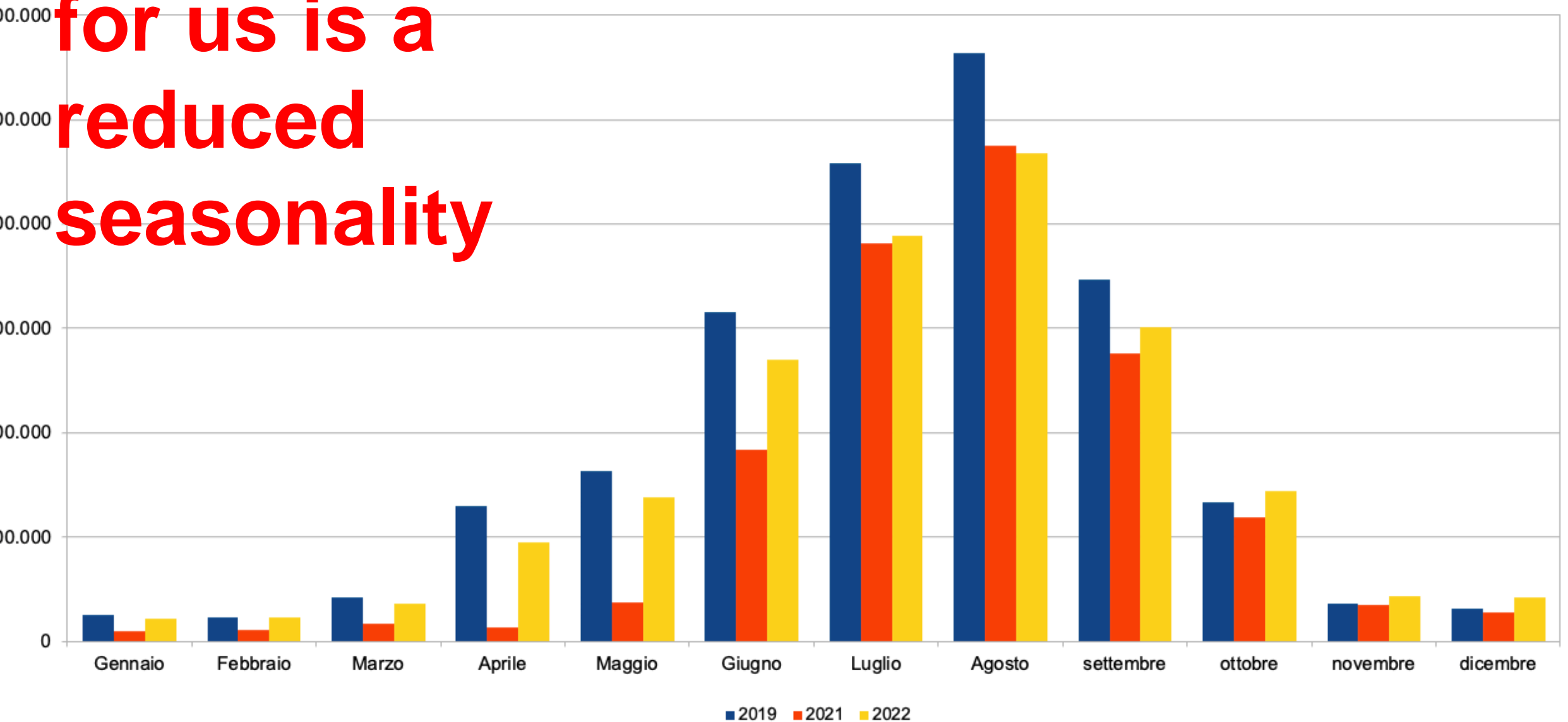
**Average stay  
in hotel  
3,1 days**



another problem

for us is a  
reduced  
seasonality

presenze digitali in e stranieri periodo 2019/2021/2022



a great uniqueness  
within a radius of 70  
km you can see a lot  
even in a few days.

## Kaart van West-Sicilië



Westelijk Sicilië is gemakkelijk bereikbaar.

Er zijn 2 luchthavens van Trapani Birgi en Palermo Punta Raisi en zeeverbindingen met grote schepen uit het noorden van Italië en ten zuiden van Frankrijk.

De mooiste plekken in het westen van Sicilië ze zijn gemakkelijk met de auto te bereiken.

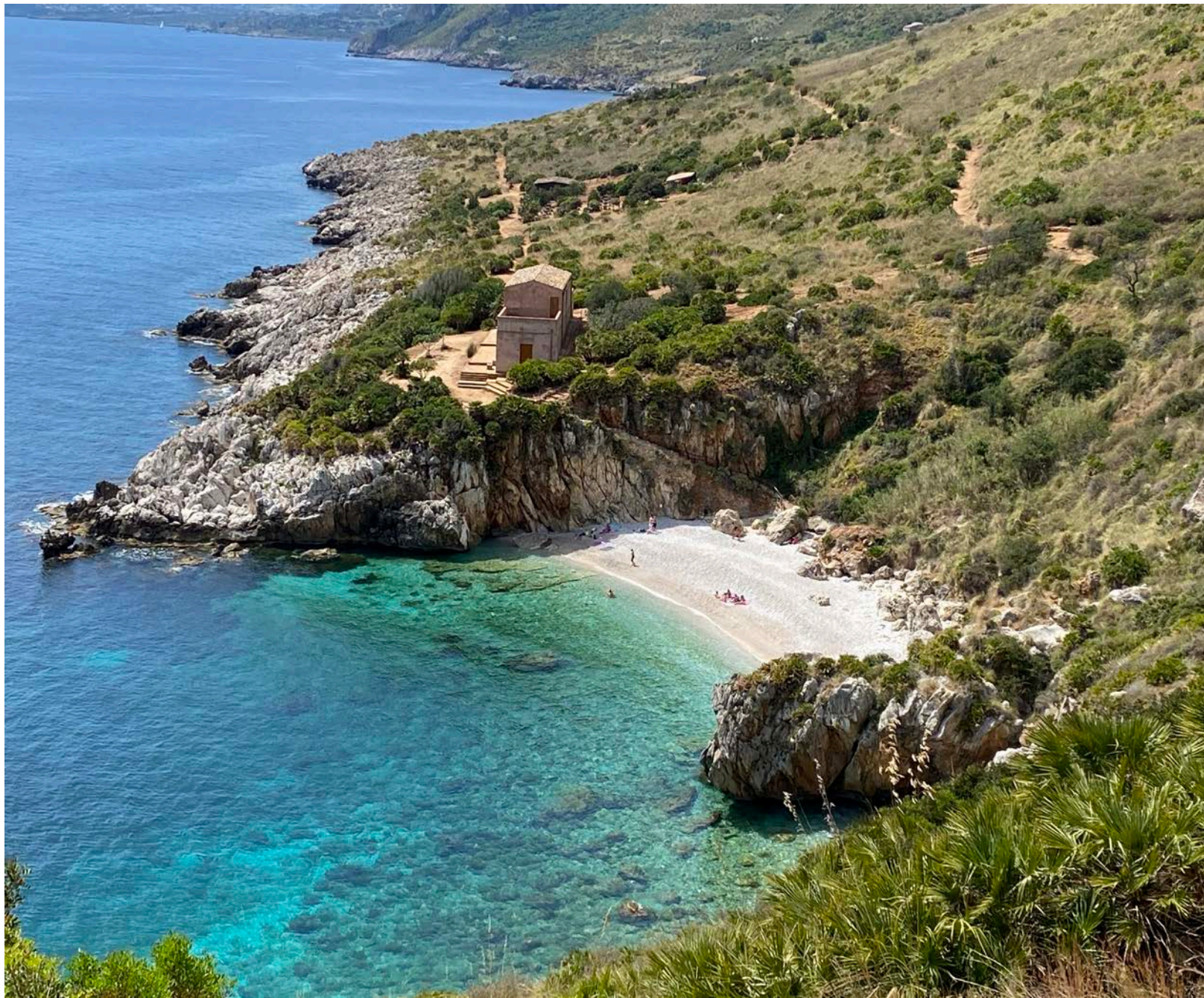
info: [www.trapaniwelcome.it](http://www.trapaniwelcome.it)

### ISOLA di PANTELLERIA PANTELLERIA ISLAND



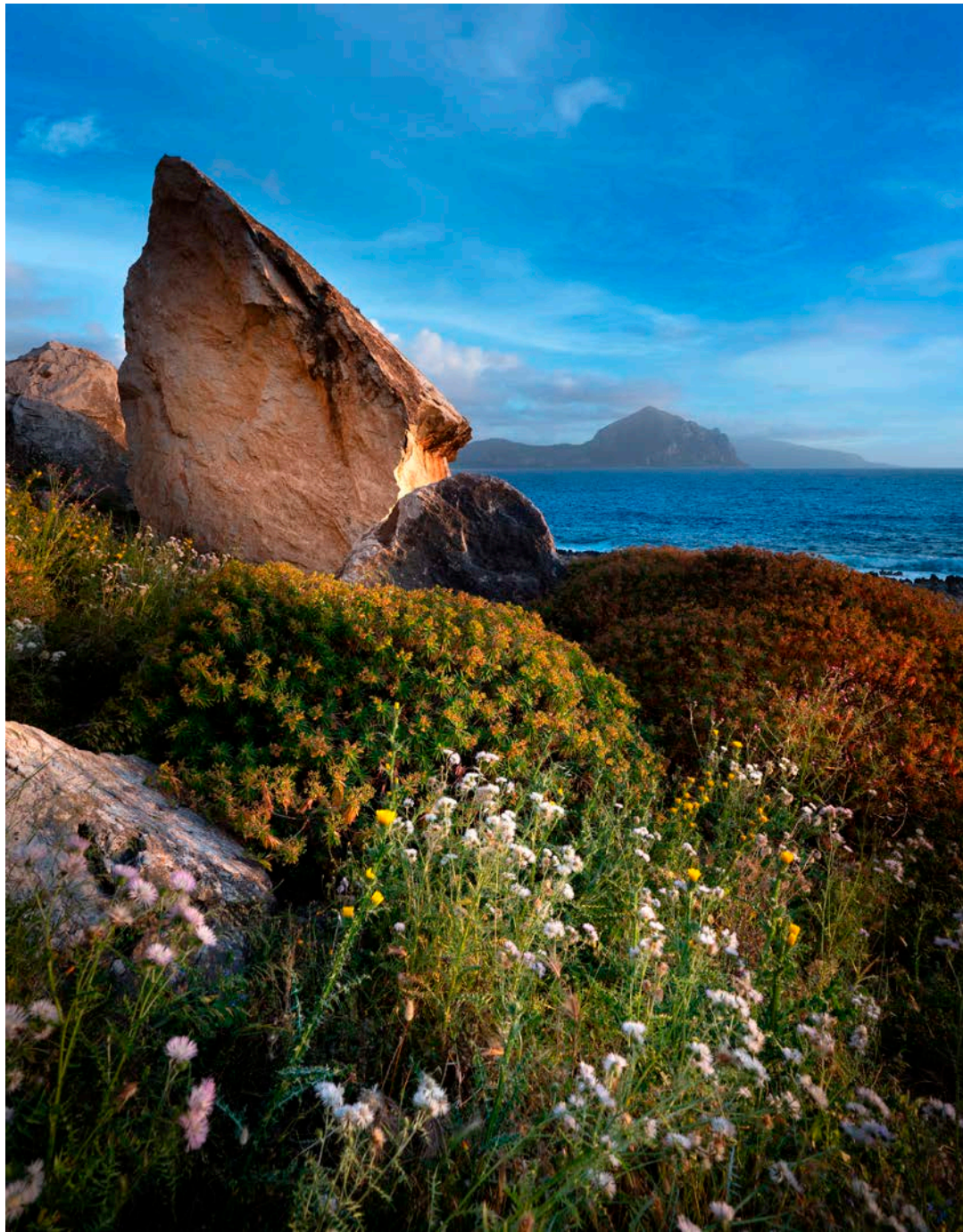














important assets are:  
archaeology,  
sea, islands, natural  
parks villages  
gastronomic tourism  
leisure tourism  
competitive sports  
events  
experiential tourism



this is an area of great potential but it is still a "child" market which has many criticalities due to an unorganized fast growth tourist stakeholders have little desire to network





**in the near future it  
will be built  
a new cruise  
terminal**



# SUMMER 2023

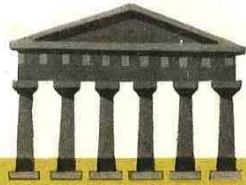
## DA E PER L'AEROPORTO DI TRAPANI-MARSALA



BGY BERGAMO  
BLL BILLUND  
BLQ BOLOGNA  
BOD BORDEAUX  
BTS BRATISLAVA  
CRL CHARLEROI  
FCO FIUMICINO  
FKB BADEN-BADEN  
HHN FRANCOFORTE HAHN  
KTW KATOWICE  
MAN MANCHESTER  
MLA MALTA  
NAP NAPOLI

NRN DÜSSELDORF-WEEZE  
OPO PORTO  
PNL PANTELLERIA  
PSA PISA  
PSR PESCARA  
RIX RIGA  
STN LONDRA STANSTED  
SVQ SIVIGLIA  
TLS TOLOSA  
TRN TORINO  
TSF TREVISO  
WMI VARSAVIA MODLIN

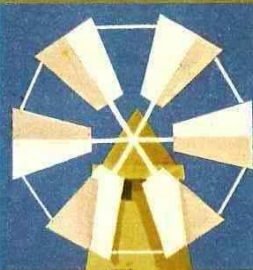
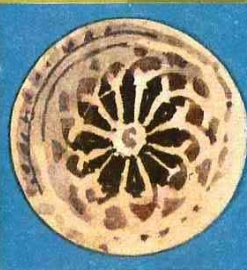
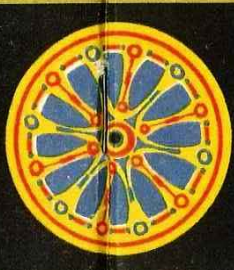
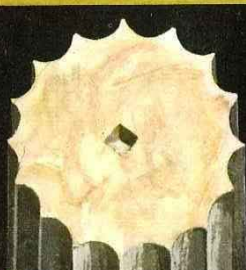




# TRAPANI

&  
la sua provincia

BREVE GUIDA TURISTICA



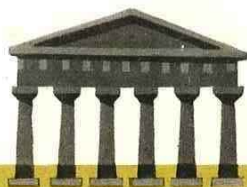
ENTE PROVINCIALE PER IL TURISMO



Let your  
heart be  
captivated.

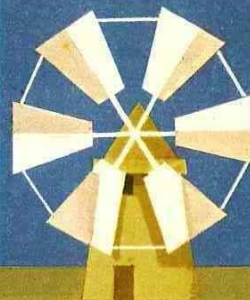
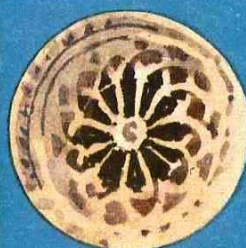
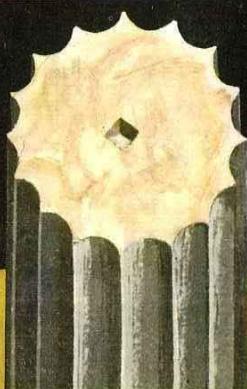
EXPLORE

1964



# TRAPANI & la sua provincia

BREVE GUIDA TURISTICA



ENTE PROVINCIALE PER IL TURISMO



2023

*Let your  
heart be  
captivated.*



EXPLORE



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**Grazie per  
l'attenzione**

**Thanks for your  
attention**























# SUMMER 2023

## DA E PER L'AEROPORTO DI TRAPANI-MARSALA



BGY BERGAMO  
BLL BILLUND  
BLQ BOLOGNA  
BOD BORDEAUX  
BTS BRATISLAVA  
CRL CHARLEROI  
FCO FIUMICINO  
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STN LONDRA STANSTED  
SVQ SIVIGLIA  
TLS TOLOSA  
TRN TORINO  
TSF TREVISO  
WMI VARSAVIA MODLIN







Il turismo del futuro?  
Parte dai cittadini residenti, dalla loro qualità  
della vita, dalla capacità di essere felici,  
dalla loro cura verso la terra che abitano.

I turisti arriveranno di conseguenza.

Carlo Petrini – Slow Food





MARSALA





Airgest  Official page

**Airgest S.p.A Aeroporto Trapani**  
16 h · 🌐



**AEROPORTO DELLA PROVINCIA DI TRAPANI**

 **gest** 

Salvatore Ombra







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**Cosa ci aspetta?**

**Sara una stagione migliore del 2020?**

**Ci saranno più le stagioni?**

**Vanno ridisegnate le destinazioni?**

